



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: NEAL et al.

Attorney Docket No.: DEM1P006

Application No.: 09/849,783

Examiner: Van Doren, Beth

Filed: May 5, 2001

Group: 3623

Title: SYSTEM FOR CREATING OPTIMIZED

Confirmation No.: 9893

PROMOTION EVENT CALENDAR

Mail Stop: Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

November 30, 2005

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on November 30, 2005.

Signed:

Kang S. Lim

Dear Sirs:

INFORMATION DISCLOSURE STATEMENT FILED UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)

Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the Examiner's attention in the referenced application.

Citation of the above documents shall not be construed as an admission that the documents are necessarily prior art with respect to the referenced application. Furthermore, citation of the above documents shall not be construed as a representation that a search has been made or an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):

- 37 C.F.R. § 1.97(b). This Information Disclosure Statement is: (i) filed within three (3) months of the filing date of the above-referenced application, (ii) believed to be filed before the mailing date of a first Office Action on the merits or, (iii) believed to be filed before the mailing of a first Office Action after the filing of a Request for Continued Examination under §1.114. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement.
- 37 C.F.R. § 1.97(c). This Information Disclosure Statement is filed after the period X_{-} specified in C.F.R § 1.97(b), but is believed to be filed before the mailing date of either (i) a final action under § 1.113 or, (ii) a notice of allowance under § 1.311.
- A certification pursuant to 37 C.F.R. §1.97(e) or
- A Credit Card Payment Form authorizing the charge of \$180.00 for the fee under 37 X C.F.R. § 1.17(p).

If the Examiner has any questions or comments with respect to the present application, the Examiner is respectfully invited to telephone the undersigned at (925) 570 8198. The Commissioner is authorized to charge any additional fees that may be due to our Deposit Account No. 50-2766 (Order No. DEM1P006).

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Facsimile: (925) 736 3974

Respectfully submitted,

Kang S. Lim

Attorney for Applicant(s)

Reg. No. 37,491

CUSTOMER NO. 36088

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

CUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56

ATTY. DOCKET NO.
DEM1P006

APPLICANT

NEAL

FILING DATE

SERIAL NO.
09/849,783

APPLICANT

NEAL

05/05/2001

3623

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			U.S.	PATENT	DOCUMENTS				
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE		NAME	CLASS	SUBCLASS	FILING DATE II APPROPRIATE	
	AA	6,910,017	06/21/05		Woo et al.			<u> </u>	
	AB	6,546,387	04/08/03		Triggs				
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	AD	2002/0107819	08/08/02		Ouimet				
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	ΑН	4,744,026	05/10/88		Vanderbei				
	ΑI	3,017,610	01/16/62	Α	uerbach et al.				
		OTHER D	OCUMENTS	S (Including I	Author, Title, Date, Per	rtinent Pages, E	tc.)		
		"KhiMetrics Helps Retailers Increase Margins With Two New Tools for Their Retail Revenue Management Application Suite." PR Newswire, March 1, 2001.							
		"KhiMetrics and Retek Form Marketing Alliance for Comprehensive Retail Pricing Solution." PR Newswire, February 19, 2001.							
	BC Barth, Brad, "ShopKo Holds the Price Line." Daily News Record, page 10, October 4, 20 BD "Manugistics Agrees to Acquire Talus Solutions." PR Newswire, September 21, 2000.							er 4, 2000	
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		"Goodyear Implements Trilogy's MultiChannel Pricing Solution as Its Enterprise-Wide E- Pricer Platform." Business Wire, page 2286, June 27, 2000.							
		"IMRglobal Signs New Product Implementation Agreement with Retek to Improve Retail Pricing and Markdown Process." Business Wire, page 1590, June 7, 2000.							
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		Kadiyali et al., "Manufacturer-retailer Channel Interactions and Implications for Channel Power: An Investigation of Pricing in Local Market", Marketing Science, Spring 2000, V. 19, Issue 2.							

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

DATE CONSIDERED

EXAMINER

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DEC O 6	•	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. DEM1P006	SERIAL NO. 09/849,783				
STATE LIST	TC	OCUMENTS CITED BY APPLICANT COMPLY WITH 37 C.F.R. 1.56	APPLICANT NEAL					
			FILING DATE 05/05/2001	GROUP 3623				
		OTHER DOCUMENTS (Including	Author, Title, Date, Pertinent Pa	ges, Etc.)				
	BI	Andrew B. Gelman et al., "Bayesian De First Edition 1995, Reprinted 2000.	Data Analysis", pgs. 439-455, Chapman & Hall/CRC,					
		Smith et al., "A Discrete Optimization Retailing, vol. 74, no. 2, page 193(29),	Model for Seasonal Merchandise Planning." Journal of Summer 1998.					
	ВК	Abraham, Magid M. and Leonard M. L System," Marketing Science, Vol. 6, N	M. Lodish, "Promoter: An Automated Promotion Evaluation 5, No. 2, 1987 (p. 101-123).					
	BL	Little, John D. C., "Brandaid: A Marketing-Mix Model, Part 1: Structure," Operations Research, Vol. 23, No. 4, July-August 1975 (p. 628-655).						
	ВМ	Cerf, Vinton G. and Robert E. Kahn, "A Protocol for Packet Network Interconnection," IEEE Transactions on Communications COM-22, May 1974, (p. 637-648).						
	BN	Flanagan, David, "Javascript: The Defi 1998 (ISBN 1-56592-392-8) section 14	nagan, David, "Javascript: The Definitive Guide, 3 rd Edition," published by O'Reilly in June 8 (ISBN 1-56592-392-8) section 14.8.					
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	BP	Tellis, Gerard J., and Fred S. Zufryden, "Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why," Marketing Science, Vol. 1, No. 34, 1995 (pages 271-299).						
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